

# Business Case

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Many organisations lack mature processes for business case development, with inconsistent approaches to funding data projects.

The trend of discretionary spending on data projects is declining. A shift towards stringent, outcome-focused justifications for IT and Data Project investments is emerging.

Technologies like ChatGPT are becoming essential in streamlining business case creation. They enhance efficiency, ensure project sustainability, and support the transition to a more mature justification process.

**Duration: 20 to 30 minutes**

## Introduction

In this activity, you will leverage OpenAI to draft a business case for one of the following systems, you can choose one:

- Creating a data warehouse
- Create a master data management system for customer information
- Implementing a business glossary
- Migrating the databases to the cloud
- Creating a data quality report

The information will be added into a word document and shared with the instructor at the end of the exercise.

As part of this exercise, use fictional information or information relevant to your organisation.

Each group or individual will present their Business Case to the rest of the participants. This will be followed by a feedback session to discuss the approaches and learn from each other.

## Download Template

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Download the following template:

[Download Template](#)

Populate the different sections as you progress with the exercise.

If you don't have Microsoft Word, you can use one of the available OneNote pages, rename it to your name.

[https://davidalzamendi-my.sharepoint.com/](https://davidalzamendi-my.sharepoint.com/:g/personal/david_techtalkcorner_com/EiKbiU2rOv5KjW1gPbZWisoBUaL3gws_YB1xKAqnzg_ssQ?e=9PCToS)  
[/g/personal/david\\_techtalkcorner\\_com/EiKbiU2rOv5KjW1gPbZWisoBUaL3gws\\_YB1xKAqnzg\\_ssQ?e=9PCToS](https://davidalzamendi-my.sharepoint.com/:g/personal/david_techtalkcorner_com/EiKbiU2rOv5KjW1gPbZWisoBUaL3gws_YB1xKAqnzg_ssQ?e=9PCToS)

## Components of the Business Case

- Executive Summary: A concise overview that highlights the business case's main points, conclusions, and recommendations.

- **Current State and Opportunities:** Detailed analysis of the current situation, including challenges, and identification of opportunities for improvement or growth.
- **Implementation Plan:** Includes detailed timeline, milestones, resource allocation, and any dependencies or critical path items.
- **Cost-Benefit Analysis:** A thorough comparison of the anticipated costs against the benefits, including both quantitative and qualitative benefits.
- **Recommendations:** Clear and actionable recommendations based on the analysis and findings of the business case.
- **Risk Analysis:** Identifies potential risks and issues associated with the project, including likelihood, impact, and proposed mitigation strategies.
- **Financial Projections:** Detailed financial projections and the expected return on investment (ROI), including a break-even analysis.
- **Stakeholder Analysis:** Identification of stakeholders, their interests, impacts, and how they will be engaged or managed throughout the project.
- **Market Analysis (if applicable):** Analysis of market conditions, competitive landscape, and how the project aligns with market needs or opportunities.
- **Project Governance:** Outlines the governance structure, roles and responsibilities, decision-making processes, and communication plans.

## Instructions

### Add System Message.

Add the following system message.

You are now operating as a Business Case Analyst, specializing in data solutions within the framework of the DAMA DMBOK (Data Management Body of Knowledge). With extensive experience in formulating compelling business cases, you apply best practices from DAMA DMBOK to justify investments in data management initiatives, such as data warehouses, data lakes, and analytics platforms. Your expertise is in demonstrating how these solutions align with business objectives, enhance decision-making processes, and provide quantifiable advantages, all within the guidelines of the recognized data management standard.

System message   Add your data   Examples

↻ Apply changes   ↺ Reset to default

System message ⓘ

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Variables

(x) Add variable

## Current State and Opportunities

Detailed analysis of the current situation, including challenges, and identification of opportunities for improvement or growth.

Use the following prompt, **change the placeholders** as required.

I am creating a business case for {Creating a data warehouse, Creating a master data management system for customer information, Implementing a business glossary, Migrating the databases to the cloud, Creating a data quality report} that will help {increase revenue, reduce costs or reduce risk}. We currently don't have this system; therefore, I need to create a section about the current state and opportunities for implementing this system. Summarise the information in two sections: current state and opportunities.

I am creating a business case for Creating a data warehouse that will help increase revenue and reduce costs. We currently don't have this system; therefore, I need to create a section about the current state and opportunities for implementing this system. Summarise the information in two sections: current state and opportunities.

#### Current State:

Currently, our organization lacks a centralized data storage and analysis system, such as a data warehouse. Data is scattered across various departments and systems, making it difficult to access, integrate, and analyze. This fragmented approach to data management leads to inefficiencies, duplication of efforts, and data inconsistencies. Decision-making processes are impeded due to the lack of reliable, timely, and accurate information. As a result, revenue growth opportunities may be missed, and costs may increase due to operational inefficiencies and ineffective resource allocation.

#### Opportunities:

Implementing a data warehouse presents several opportunities for our organization to increase revenue and reduce costs. By consolidating data from different sources into a single, unified platform, we can gain a comprehensive view of our business operations, customers, and market trends. This will enable us to make informed decisions, identify patterns, and uncover insights that can drive revenue growth and cost savings. The data warehouse will facilitate data integration, cleansing, and transformation, ensuring data quality and consistency across the organization.

#### Opportunity for revenue growth:

1. Enhanced Customer Insights: With a data warehouse, we can analyze customer behavior, preferences, and purchasing patterns more effectively. This will enable us to personalize marketing campaigns, improve customer

Type user query here. (Shift + Enter for new line)

Populate the template as follow.

#### Current State and Opportunities

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## Recommendations

Clear and actionable recommendations based on the analysis and findings of the business case.

Use the following prompt, change the placeholders as required.

Give me a list of recommendations that I can include in the business case that help align the new solution with the overarching business goals and objectives.

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1. **Alignment with Business Strategy:** Highlight how the implementation of a data warehouse aligns with the organization's overarching business strategy. Demonstrate how the improved data accessibility, integration, and decision-making capabilities provided by the data warehouse will support key business objectives, such as increasing market share, improving customer satisfaction, or optimizing operational efficiency.
2. **Revenue Growth Opportunities:** Emphasize the potential revenue growth opportunities that can be achieved through the implementation of a data warehouse. Explain how the centralized data repository will enable the organization to gain a comprehensive view of customer behavior, preferences, and needs, allowing for targeted marketing campaigns, personalized product offerings, and improved customer retention.
3. **Cost Reduction Benefits:** Showcase how a data warehouse can contribute to cost reduction initiatives. Explain how the streamlined reporting process, enabled by the data warehouse, will save time and effort, resulting in reduced manual data manipulation and reporting errors. Additionally, highlight the potential for operational efficiency improvements and cost optimizations that can be achieved through data-driven decision-making.
4. **Enhanced Decision-Making:** Illustrate how the data warehouse will improve decision-making processes across the organization. Emphasize the benefits of having timely and accurate information readily available for decision-makers, enabling them to make informed and data-driven decisions. Highlight the ability to analyze historical data trends and patterns, allowing for proactive decision-making and identification of new revenue opportunities.

Populate the template as follow.

## Recommendations

- **Alignment with Business Strategy:** Highlight how the implementation of a data warehouse aligns with the organization's overarching business strategy. Demonstrate how the improved data accessibility, integration, and decision-making capabilities provided by the data warehouse will support key business objectives, such as increasing market share, improving customer satisfaction, or optimizing operational efficiency.
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## Implementation Plan (Timeline, Milestones and Resource Allocations)

Includes detailed timeline, milestones, resource allocation, and any dependencies or critical path items.

Use the following prompt, change the placeholders as required.

We plan to implement this system within the next 36 months, aimed at achieving {increase revenue, reduce costs or reduce risk}. With an allocated budget of \${dollar amount} for the upcoming three years during the implementation phase, we seek detailed recommendations on project timelines, key milestones, and the allocation of resources to support the activities involved in this implementation. Your suggestions should encompass a strategic roadmap, potential risks and mitigation strategies, and an outline of essential personnel and technology resources needed.



We plan to implement this system within the next 12 months, aimed at achieving increase revenue and reduce costs . With an allocated budget of \$1,000,000, we seek detailed recommendations on project timelines, key milestones, and the allocation of resources to support the activities involved in this implementation. Your suggestions should encompass a strategic roadmap, potential risks and mitigation strategies, and an outline of essential personnel and technology resources needed.

To successfully implement this system within the next 12 months and achieve the desired outcomes of increased revenue and reduced costs, I recommend the following detailed plan:

1. Project Initiation (Month 1):
  - Allocate resources for a project manager, business sponsor, and project team members.
  - Define project objectives, scope, and success criteria.
  - Conduct a feasibility study and assess potential risks and benefits.
  - Develop a project charter and obtain executive buy-in.
2. Requirements Gathering and Analysis (Month 2-3):
  - Assign resources such as business analysts and subject matter experts.
  - Conduct workshops, interviews, and surveys to gather detailed requirements.
  - Analyze and prioritize requirements, considering their impact on revenue and cost reduction goals.
  - Document the requirements and obtain approval from stakeholders.
3. Solution Design and Architecture (Month 4-5):
  - Allocate resources for solution architects, data modelers, and technology experts.
  - Design the system architecture, ensuring scalability, performance, and integration capabilities.

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Populate the template as follow.

## Implementation Plan

1. Project Initiation (Month 1):
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  - Conduct workshops, interviews, and surveys to gather detailed requirements.
  - Analyze and prioritize requirements, considering their impact on revenue and cost reduction goals.
  - Document the requirements and obtain approval from stakeholders.
3. Solution Design and Architecture (Month 4-5):

## Cost-Benefit Analysis

A thorough comparison of the anticipated costs against the benefits, including both quantitative and qualitative benefits.

Use the following prompt, change the placeholders as required.

Taking into account:

- Don't take into account year 0
- Years 1 (current year) to 3: Estimated cost of \$1000000 split into three years
- After year 3: 10% of the initial investment for ongoing BAU
- An ongoing benefit of \$150000 evident after year 3
- Discount rate of 10%

Utilising the Net Present Value tool and considering a 7-year period, provide all the figures per year and summarise the information for inclusion in the business case document intended for leadership review. Calculate the Net Present Value for each year and highlight whether the amount after 7 years is positive or negative.

Repeat the steps and change the benefits until the Net Present Value is positive.

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Utilising the Net Present Value tool and considering a 7-year period, provide all the figures per year and summarise the information for inclusion in the business case document intended for leadership review. Calculate the Net Present Value for each year and highlight whether the amount after 7 years is positive or negative.

To calculate the Net Present Value (NPV) for each year and summarize the information for inclusion in the business case document, we need the following information:

Initial Investment (Year 0): \$1,000,000

Annual Benefit after Year 3: \$150,000

Discount Rate: 10%

Years 1 to 3: Estimated cost split into three years:

Year 1: \$333,333.33

Year 2: \$333,333.33

Year 3: \$333,333.33

After Year 3: Ongoing Benefit and Cost

Ongoing Benefit: \$150,000

Type user query here. (Shift + Enter for new line)

Populate the template as follow.



## Cost-Benefit Analysis

To calculate the Net Present Value (NPV) for each year and summarize the information for inclusion in the business case document, we need the following information:

Initial Investment (Year 0): \$1,000,000

Annual Benefit after Year 3: \$150,000

## Executive Summary

A concise overview that highlights the business case's main points, conclusions, and recommendations.

Use the following prompt, change the placeholders as required. You need to copy and paste all the information gathered before in your template.

Create an Executive Summary for the business case using the information mentioned below. All the information has to be provided in text so it can be included at the beginning of the document, use plain English.

{PASTE ALL THE TEMPLATE INFORMATION}

Create an Executive Summary for the business case using the information mentioned below. All the information has to be provided in text so it can be included at the beginning of the document, use plain English.

Business Case Template

Date

Prepared By

Executive Summary

A concise summary that captures the essence, key findings, recommendations, and expected outcomes of the business case.

Current State and Opportunities

Currently, our organization lacks a centralized data storage and analysis system, such as a data warehouse. Data is scattered across various departments and systems, making it difficult to access, integrate, and analyze. This fragmented approach to data management leads to inefficiencies, duplication of efforts, and data inconsistencies. Decision-making processes are impeded due to the lack of reliable, timely, and accurate information. As a result, revenue growth opportunities may be missed, and costs may increase due to operational inefficiencies and ineffective resource allocation.

&nbsp;

Opportunities:

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&nbsp;

Opportunity for revenue growth:

&nbsp;

Enhanced Customer Insights: With a data warehouse, we can analyze customer behavior, preferences, and purchasing patterns more effectively. This will enable us to personalize marketing campaigns, improve customer segmentation, and identify cross-selling and upselling opportunities, ultimately leading to increased revenue.

Improved Sales and Marketing Effectiveness: By analyzing sales data, customer feedback, and market trends, we can identify the most successful sales and marketing strategies. This will allow us to optimize resource allocation, target the right customers with the right products, and improve sales and marketing effectiveness, leading to revenue growth.

&nbsp;

Opportunity for cost reduction:

Operational Efficiency: A data warehouse will enable us to streamline and automate various operational processes, such as inventory management, supply chain optimization, and resource allocation. By analyzing historical data and identifying inefficiencies, we can optimize operations, reduce costs, and improve overall efficiency.

Fraud Detection and Risk Management: With a centralized data warehouse, we can detect anomalies, patterns, and trends that indicate potential fraud or risk. This will allow us to take proactive measures to prevent fraud, mitigate risks, and reduce financial losses.

&nbsp;

In summary, implementing a data warehouse presents significant opportunities for revenue growth and cost reduction. By consolidating data, improving data quality, and enabling advanced analytics, we can make better-informed decisions, enhance customer satisfaction, optimize operations, and ultimately drive business success.

&nbsp;

Goals and Objectives

Clearly defined goals the project aims to achieve, aligning with broader organizational objectives.

Market Analysis (if applicable)

Insight into market conditions, competitive landscape, and justification of the project in the context of market demands or opportunities.

Cost-Benefit Analysis

To calculate the Net Present Value (NPV) for each year and summarize the information for inclusion in the business case document, we need the following information:

Populate the template as follow.

## Executive Summary

Our organization currently faces challenges related to data management, including scattered data, inefficient access, and analysis, hindering decision-making processes. By implementing a data warehouse, we can consolidate data, improve data quality, and enable advanced analytics, leading to revenue growth and cost reduction opportunities. The data warehouse will provide a centralized platform for comprehensive business insights, personalized marketing campaigns, optimized operations, and fraud detection. The Net Present Value (NPV) analysis shows a positive financial outcome, with an NPV of \$221,587.98 after 7 years. This business case recommends proceeding with the implementation of the data management initiative, highlighting the alignment with business objectives and the potential for improved decision-making processes and operational efficiency. The implementation plan outlines the necessary steps, resources, and potential risks, providing a clear roadmap for success.

## Upload Solution

Rename the template with your first name and last name and upload it into:

[https://actionabledataanalytics.sharepoint.com/:f:/s/DataCommunity/EsdtIaiOXd5MtU3-4dKUpXUB3FJijzcCjIwTCQiL0PqF\\_Q?e=L6a6gA](https://actionabledataanalytics.sharepoint.com/:f:/s/DataCommunity/EsdtIaiOXd5MtU3-4dKUpXUB3FJijzcCjIwTCQiL0PqF_Q?e=L6a6gA)

If you are using OneNote, it is not required.

Review the following sample: [Sample Business Case](#)

## Summary

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Congratulations! You have created a business case taking advantage of generative AI.